

**Remarks**

Applicant requests entry of the amendments and reconsideration of the application.

Applicant has amended claims 1, 10, 11-13, and 15-20 by deleting the words "or message." As discussed below, it is apparent that the Examiner considers the phrase "billboard advertising or message" to include conventional highway or road signs or directional information. The specification at paragraph 0012 makes clear that billboard advertising does not include traffic signs or highway information. No new matter enters by the amendments.

**Rejection under 35 U.S.C. § 102**

Claims 1, 3-8, 13, 15, and 19 stand rejected under 35 U.S.C. § 102(b) as being allegedly anticipated by Picture A and B. Applicant respectfully traverses the rejection.

Pictures A and B are stated in the Office Action to be photos of US Interstate 395 showing highway signs. Indeed, the highway signs show only directional information and traffic signs. As noted in specification at page 4 paragraph 0012, "billboard advertising of this invention. . . specifically does not include . . . traffics signs, [and] highway information. . . ." To make this point more clearly in the language of the claims, the words "billboard advertising or message" has been changed to read just "billboard advertising." The original claims referred to a billboard advertisement or billboard message in accordance with the definition at page 4 of the specification. Thus, the amendment merely clarifies the language of the claims.

Each item of information noted in the Office Action and pictures A and B refers to the traffic information, highway information or municipal information excluded from "billboard advertising." The term "billboard advertising" or "billboard advertisement" appears in all the claims. Accordingly, none of claims 1, 3-8, 13, 15, or 19 can be anticipated by picture A or B.

Applicant respectfully requests reconsideration and withdrawal of this rejection.

**Rejections under 35 U.S.C. § 103(a)**

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Reply and Amendment dated April 5, 2005  
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Claim 2 stands rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Pictures A and B and in view of Anderson (U.S. 2,765,554).

Claims 14 and 16 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Pictures A and B and in view of Dunne (U.S. 4,015,349).

Claims 10, 11, 12, 17, 18, and 20 stand rejected under 35 U.S.C. § 103(a) as allegedly being unpatentable over Pictures A and B and in view of Johnson (U.S. 2,052,771).

Applicant respectfully traverses the rejections.

In each of these rejections, pictures A and B are apparently relied upon as a basis for disclosing the "billboard advertising" or "billboard advertisement" recited in the claims. However, as noted above, neither picture teaches nor suggests the "billboard advertising" as defined in the specification. Accordingly, whatever the secondary references are alleged to discuss, none of the combinations recited in the rejections present a *prima facie* case of obviousness against the claims.

Reconsideration and withdrawal of the rejection is requested.

The application is in condition for allowance. Timely notification of allowability is requested.

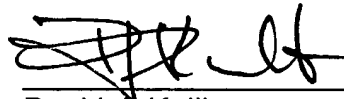
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If there are any additional fees due with the filing of this document, including fees for the net addition of claims, applicants respectfully request that any and all fees be charged to Deposit Account No. 50-1129. If any extension of time request or any petition is required for the entry of this paper or any of the accompanying papers, applicants hereby petition or request the extension necessary. The undersigned authorizes any fee payment from Deposit Account No. 50-1129.

Respectfully submitted,  
**Wiley Rein & Fielding LLP**

Date: 5 April 2005

By: \_\_\_\_\_

  
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